

IN THE CLAIMS:

1 *para A* 1. A product placement and advertising method for
2 a mobile terminal comprising the steps of:

3 providing a video signal which includes a product
4 placement having an active hypertext link or which is
5 accompanied by a linked advertisement;

6 determining if the user of the mobile terminal
7 clicks on the product placement or linked advertisement;

8 if it has been determined that the user clicked on
9 the product placement or advertisement, providing the
10 location information of the mobile terminal;

11 determining if the location information matches
12 stored advertising information; and

13 if it is determined that the location information
14 matches stored advertising information, generating a
15 location specific advertisement corresponding to the
16 advertising information in order to forward it to the
17 mobile terminal.

1 2. The method of claim 1, wherein the video signal
2 comprises a video signal on the Internet.

1 3. The method of claim 2, wherein the video signal
2 comprises a video signal requested by the client from an
3 Internet server and the server forwards the requested
4 video signal and product placement or linking
5 advertisement to the mobile terminal via the Internet.

1 4. The method of claim 1, wherein said steps are
2 performed by software.

1 5. The method of claim 2, wherein said steps are
2 performed by software.

1 6. The method of claim 3, wherein said steps are
2 performed by software.

1 7. A product placement and advertising system
2 comprising:

3 a mobile terminal configured to receive a video
4 signal comprising at least one of a product placement
5 having an active hypertext link and a linking
6 advertisement;

7 a first determining means for determining if the
8 user of the mobile terminal clicked on the product
9 placement or linking advertisement and if so, recognizing
10 the product placement or linking advertisement;

11 a means for extracting information indicating the
12 location of the mobile terminal if it has been determined
13 by said first determining means that the user clicked on
14 the product placement or linking advertisement;

15 a second determining means for determining if the
16 extracted location information matches stored advertising
17 content; and

18 a means for generating an advertisement
19 corresponding to the stored advertising content in order

20 to forward it to the mobile terminal if it has been
21 determined by said second determining means that the
22 extracted location information matches stored advertising
23 content.

1 8. The system of claim 7, wherein the video signal
2 comprises a video signal on the Internet.

1 9. The system of claim 8, wherein the video signal
2 comprises a video signal requested by the client from an
3 Internet server and the server forwards the requested
4 video signal to the client via the Internet.

1 10. The system of claim 7, wherein the location
2 information is obtained by a mobile communications
3 network in which the mobile terminal is located.

1 11. A computer program embodied in a tangible
2 medium for product placement and advertising, the program
3 comprising instructions which, when executed, carries out
4 a method comprising the steps of:

5 providing a video signal which includes a product
6 placement having an active hypertext link or which is
7 accompanied by a linked advertisement;

8 determining if the user of the mobile terminal
9 clicks on the product placement or linked advertisement;

10 if it has been determined that the user clicked on
11 the product placement or advertisement, providing the
12 location information of the mobile terminal;

13 determining if the location information matches
14 stored advertising information; and

15 if it is determined that the location information
16 matches stored advertising information, generating a
17 location specific advertisement corresponding to the
18 advertising information in order to forward it to the
19 mobile terminal.

1 12. The program of claim 11, wherein the video
2 signal comprises a video signal on the Internet.

1 13. The program of claim 12, wherein the video
2 signal comprises a video signal requested by the mobile
3 terminal from an Internet server and the server forwards
4 the requested video signal to the client via the
5 Internet.

1 14. A system for interactive services comprising:
2 a client connected to receive and respond to signals
3 based on interactive content over a communications
4 channel;

5 an interactive provider server connected to receive
6 said client responses and respond to said client;

7 an interface page for providing information
8 pertinent to said interactive content to said client;

9 wherein said page can be configured by said client
10 to display said pertinent information according to
11 preferences of said client and the interactive content is
12 tailored to the transmission and reception capabilities
13 of said client.

1 15. The service of claim 14, wherein said
2 A1 interactive content to said client includes information
3 about the ad the bet target advertises.

1 16. The service of claim 14, wherein the
2 application server communicating with the interactive
3 provider server selects the video based on the selected
4 service by the client.

1 17. The service of claim 17, wherein the selected
2 service is betting service.

1 18. The service of claim 18, wherein the client
2 sees the advertisement of the car she/he has bet.